

## **Topsfield Downtown Revitalization Plan**

Downtown Strategic Plan Working Group Meeting

August 26, 2019

Topsfield Town Hall

### **Attendees**

- Tim Collins
- Josh Rownd
- John Spencer
- Andrea O'Reilly
- Lynne Bermudez
- Sarah Lodewick Guido
- Alex Qirjazi
- **Metropolitan Area Planning Council:**
  - o Betsy Cowan, Chief of Economic Development
  - o Jenn Kaplan, Economic Development Planner
- Members of the public were also in attendance.

### **The Meeting began at 6:40 pm**

#### **Presentation:** (posted on the Town website)

Betsy Cowan reviewed the planning process and schedule, as well as summaries of recent meetings she has had with municipalities doing similar work. Betsy also gave an update to the group on the analysis for the parking study currently being conducted by Stantec.

Jenn then presented an analysis of the answers from the survey conducted in 2015 with customers at Luxe Nails. The discussion following the analysis focused on the type of businesses the survey participants indicated they were interested in.

#### **Strengths Weaknesses Opportunities and Threats (SWOT) Analysis:**

The group transitioned to a SWOT Analysis facilitated by Betsy. Everyone was asked to contribute what they believed were strengths, weaknesses, opportunities and threats in Topsfield.

#### **Photo Exercise:**

The group then reviewed notes from the Photo Exercise from the last meeting. The discussion following the exercise focused on key public space improvements that could be prioritized by the Working Group moving forward.

#### **Event Logistics:**

The group reviewed logistics and goals for upcoming community events including roundtable discussion with business and property owners on September 11 and 16, as well as an open house event on September 24. The discussion following the review focused on various outreach strategies to invite community members to the events.

**Next Steps:**

The Working Group scheduled their next meeting for October 9<sup>th</sup> at 6:30 pm. The agenda for the next meeting will be for MAPC to review the results of feedback from the Business Roundtables and Community Visioning Open House, to begin discussion regarding recommendations for the plan.

**The Meeting was adjourned at 8:45 pm.**